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OFFICE MEMO

June 9, 1993

TO: Pam Anderson - 11  
Peter Craig - 26  
Ray London - 26  
Dennis Maurizi - 11

cc: Karen Berman - 19  
Chris Cole - 19  
Ron Condon - 11

FROM: Pam McGaan - 19

Martin Dawson - 11  
Tom Dudrack - 11  
Debbie Lynch - 19

RE: Alpine Campaign Development Creative Request

This memo requests your assistance in the development of a new Alpine campaign.

Background

This past Monday we gathered in New York with senior level management to discuss the demise of the Kleber Campaign and to receive new direction for further work. Ultimately, it was agreed that Alpine's positioning and the basic strategy behind the advertising will remain the same. Executionally, the Agency needs to develop a more aggressive stance for the brand.

Based on comments from the meeting, Philip Morris is planning to support Alpine in 1994, enabling the brand to realize its potential as a tactical fighter brand against Salem. Given Alpine's pending price cut to the lowest price tier, its ability to compete on price will be strengthened, and hopefully the brand will reclaim its position as the number one source of alternate volume and outswitching from Salem.

While Alpine will not be advertised at the levels of premium brands, the client plans to fund print, outdoor and direct. As our media weights won't be particularly heavy, this creates yet another challenge for the Agency. The advertising needs to work harder and be more impactful because consumer exposure will be moderate.

Creative Request

Please develop a range of creative concepts that fall along the continuum of "aggressive" positioning for Alpine. For example, on one end of the continuum you may want to execute a direct comparative with Salem. On the other end, a compelling call to action may be more appropriate.

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*Tullis,*

*Thought you'd  
like a copy.*

*Karen asked me to*

*review w/*

*Bob while*

*I was in on*

*Friday.*

*He's fine*

*with it.*

*Wished you'd*

*been here*

*so*

*we could*

*have*

*reviewed*

*together.*

*Per*

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Everyone has a different opinion of "aggressive", therefore we need to flush out a range of options for the Client to review. The specific objectives of the campaign and the brand positioning are as follows:

- . Enhance branding
- . Clearly communicate Alpine's price proposition
- . Reinforce Alpine's menthol attributes, particularly "refreshment"

#### Brand Positioning:

Alpine is the preferred menthol alternative that offers fresh menthol taste at compelling savings.

#### Executional Considerations

While it's critical that we explore more "aggressive" advertising concepts, it should not be at the expense of creating a unique equity for Alpine. Now that Alpine will be one among many brands in the deep discount tier, it's even more important to differentiate Alpine from the crowd.

In terms of graphic style, our executions should maintain the equity of mountain peaks. While illustration is still an option, we should definitely consider photography since it appears that our client has a strong interest in reconsidering this approach.

The Client has asked for a tall order on this campaign. We've been asked to communicate quality, refreshment, price as well as legitimize the brand and more aggressively target Salem smokers. Hopefully we can communicate many of those elements through the graphics. For example, if we are able to say quality and "legitimate" through the graphics, there are fewer elements to put in the copy.

#### Timing

Based on Client availability, we now need to CRC the work on Friday, June 25th, in preparation for the presentation in New York on Thursday, July 1st.

If Client Service can provide any assistance at all in digging up old campaigns, answering questions or clarifying direction please call us. We recognize what a difficult assignment this is, and we want to offer any assistance you may need.

Thank you for your help with this project.

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